

WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Greer Margolis Mitchell, Burns & Washington, DC 20007 Associates-Washington 1010 Wisconsin Ave NW

> Phone/Fax Buyer Name Sales Office Salesperson

Comments Billing Type Account Types

OBAMA FOR AMERICA
JONATHAN VITTI Weekly/Irregular National/Political Candidate Agency BRD

95/101/1537

Agency Product Advertiser Schedule Dates Contract # 1363905 10/09/12-10/15/12

Greer Margolis Mitchell, Burns & Associates-Washii CO-OP Obama for America (30051) Millennium Washington DC Millennium/DC, Washington DC (1108) OBAMA FOR AMERICA (187386) POLITICAL CANDIDATE (ns) (1186) Bassett,Laura

Brand

Order Type Demo Entered By Last Modified Date Entered Headline# 8 09/14/12 08/28/12

Greensboro (WXLV)

By Broadcast Month Spots
Oct. 2012: 55

Grand Total:

55

\$6,640.00 \$6,640.00

A35+R Lisa Carter Normal

15.00 \$996.00 ECR09797203

Sales Tax Net Total Commission Package Deal

Commission % \$5,644.00

			Comments:	Date:			=	Accepted-Station:		Date:		ccepted-Agency/Advertiser:	ccepted-A
					RAC	CONT	CONFIRMATION CONTRAC	NFI	CC				
8/28/12	FAMILY FEUD	\$140.00 Greensboro (WXLV)	\$140	\$70.00	2	×	2 × × ×		:30 7P- 7:57P (EST)	5	10/09/12-10/12/12	11.0 Normal Line / SPOT (14)	11.0 N
8/28/12	FAMILY FEUD	\$140.00 Greensboro (WXLV)	\$140	\$70.00	2	×	2 × × ×		:30 7P- Family Feud	ω	10/09/12-10/12/12	10.0 Normal Line / SPOT (13)	10.0 N
8/28/12	ABC WORLD NEWS	\$60.00 Greensboro (WXLV)	\$60	\$60.00	1-4	1		le s	:30 6:28:45P- ABC-World Ne s Sunda	ω	10/14/12-10/14/12	9.0 Normal Line / News (12)	9.0 N
8/28/12	NEWS14 ABC45	\$225.00 Greensboro (WXLV)	\$225	\$45.00	И	1	ь. м.	507 14	:30 5:58:30P- News-News 14 Carolina on ABC 45 at 6	w	10/09/12-10/15/12	8.0 Normal Line / News (9)	8.0 N
8/28/12	RICKI LAKE	\$75.00 Greensboro (WXLV)	\$75	\$25.00	ω	×	× × ×		:30 5P- Ricki Lake	ω	10/09/12-10/12/12	7.0 Normal Line / SPOT (8)	7.0 N
8/28/12	ANDERSON COOPER	\$150.00 Greensboro (WXLV)	\$150	\$50.00	ω	×	× × ×		:30 3P- Anderson Cooper	ω	10/09/12-10/12/12	6.0 Normal Line / SPOT (7)	6.0 N
8/28/12	MILLIONAIRE	\$60.00 Greensboro (WXLV)	\$60	\$20.00	ω	×	× × ×		:30 12P- 1P (EST)	ω	10/09/12-10/12/12	5.0 Normal Line / SPOT (5)	5.0 N
8/28/12	VIEW	\$60.00 Greensboro (WXLV)	\$60	\$20.00	ω	×	× × ×		:30 10:58:25A- ABC-The View	ω	10/09/12-10/12/12	4.0 Normal Line / SPOT (4)	4.0 N
8/2	GOOD MORNING AMERICA 8/28/12 WK	\$10.00 Greensboro (WXLV)	\$10.	\$10.00	jak	p.t.			:30 8A- ABC-Good Morning American Saturday	ω	10/13/12-10/13/12	3.0 Normal Line / SPOT (3)	3.0 N
8/2	GOOD MORNING AMERICA 8/28/12	\$225.00 Greensboro (WXLV)	\$225	\$25.00	و	<u>⊬</u> ⊾	2 2 2 2		:30 7A- ABC-Good Morning America	ω	10/09/12-10/15/12	2.0 Normal Line / SPOT (2)	2.0 N
8/28/12	NEWS14 ABC45	\$200.00 Greensboro (WXLV)	\$200.	\$40.00	И	<u> </u>	p.a. p.a. p.a.	14	:30 6:28:50A- News-News 14 Carolina on ABC 45 at 630am	ω	10/09/12-10/15/12	1.0 Normal Line / News (1)	1.0 N
Entered	Comments	Station	Otal	Kate	Spots	n Hr Sa Su	SPW MO IU WE IN HT Sa	SHV	th Kun Imes	Sec Lengun	Dates	Line Type / Break Type (Ref #)	Line

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WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Agency

Advertiser

Product

Brand

Salesperson

Sales Office

Associates-Washington Greer Margolis Mitchell, Burns & Washington, DC 20007 1010 Wisconsin Ave NW

> Phone/Fax Buyer Name

Comments Billing Type

OBAMA FOR AMERICA JONATHAN VITTI Weekly/Irregular Account Types Contract # OBAMA FOR AMERICA (187386) Greer Margolis Mitchell, Burns & Associates-Washi CO-OP Obama for America (30051) National/Political Candidate Agency BRD 95/101/1537 Millennium Washington DC Millennium/DC, Washington DC (1108) POLITICAL CANDIDATE (ns) (1186) 10/09/12-10/15/12 1363905 Bassett,Laura Sales Tax Package Deal Demo Entered By Net Total Commission Commission % Order Type Headline # Last Modified Date Entered ECR097 09/14/: 08/28/ \$5,644 Lisa Cai \$996.0 15.00 A35+R o Norma

/12 /12	Greensboro (WXLV) By Broadcast Month Spots	Spots	Rate
arter	Grand Total:	SI S	\$6,640.00
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4.00	4426		

			Comments:	Date:			Accepted-Station:		Date:		Accepted-Agency/Advertiser:	Acce
					RAC	CONFIRMATION CONTRACT	ONFIR	CC				
											•	
8/28/12	ABC COLLEGE FOOTBALL	\$450.00 Greensboro (WXLV)	\$450.0	\$450.00	1	P		:303:30P-7P (EST)	ω	10/13/12-10/13/12	20.0 Normal Line / Football (29)	
8/28/12	JIMMY KIMMEL	\$15.00 Greensboro (WXLV)	\$15.0	\$5.00	ω	× × ×	3	:30 12:02:05A- ABC-Jimmy Kimmel Live	ω	10/09/12-10/12/12	19.0 Normal Line / SPOT (27)	
8/28/12	NITELINE	\$60.00 Greensboro (WXLV)	\$60.0	\$15.00	4	1 1 1 1		:30 11:35P- ABC-Nightline	ω	10/09/12-10/12/12	18.0 Normal Line / SPOT (26)	
21/87/6	NEWS14 ABC45	\$200.00 Greensboro (WXLV)	\$200.0	\$40.00	И	1 1 1 1 1	11pm	:30 11:01P- News- News 14 Carolina on ABC 45 at 11pm	ω_	10/09/12-10/15/12	17.0 Normal Line / News (25)	
8/28/12	20 / 20	\$280.00 Greensboro (WXLV)	\$280.0	\$280.00	ь	<u>р</u> ь	5	:30 10P- ABC-20/20 (Friday)	ω	10/12/12-10/12/12	16.0 Normal Line / Prime (23)	[]
	Program Change/Exception - DEBATES	Greensboro (WXLV)								10/11/12	15.0.1 Closed Preempt (22)	15
8/28/12	GREY'S ANATOMY	Greensboro (WXLV)		\$1,885.00		<u></u>		:30 9P- ABC-Greys Anatomy (Thursday)	ω.	10/11/12-10/11/12	15.0 Normal Line / Prime (22)	
8/28/12	PRIVATE PRACTICE	\$705.00 Greensboro (WXLV)	\$705.0	\$705.00	<u> </u>	L A	8	:30 10P- ABC-Private Practice (Tuesday)	ω	10/09/12-10/09/12	14.0 Normal Line / Prime (19)	ا ا
8/28/12	DANCING W/T STARS RESULTS	\$900.00 Greensboro (WXLV)	3.000\$	\$900.00	ь	1	\ <u>\s_{</u>	:30 7:57:56P- ABC-Dancing With The Stars (Tuesday)	ω	10/09/12-10/09/12	13.0 Normal Line / Prime (17)	[
8/28/12	DANCING WITH THE STARS 8/28/12	\$800.00 Greensboro (WXLV)	\$800.0	\$800.00	1	, , , , , , , , , , , , , , , , , , ,	5"	:30 7:57:56P- ABC-Dancing With The Stars (Monday)	ω_	10/15/12-10/15/12	12.0 Normal Line / Prime (15)	_ [
Entered	Comments	Station	Total	Rate	Spots	Mo Tu We Th Fr Sa Su	MdS	h Run Times	c Length	Dates Sec	ne Line Type / Break Type (Ref #)	Line

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Greer Margolis Mitchell, Burns & Associates-Washington 1010 Wisconsin Ave NW Ste 800 Washington, DC 20007 WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Comments	Billing Type	Account Types	CPE	Phone/Fax	Buyer Name	Sales Office	Salesperson	Brand	Product	Agency	Advertiser	Schedule Dates	Contract #
OBAMA FOR AMERICA JONATHAN VITTI	Weekly/Irregular	National/Political Candidate Agency BRD	95/101/1537	/	Bassett,Laura	Millennium Washington DC	Millennium/DC, Washington DC (1108)	OBAMA FOR AMERICA (187386)	POLITICAL CANDIDATE (ns) (1186)	Greer Margolis Mitchell, Burns & Associates-Washii CO-OP	Obama for America (30051)	10/09/12-10/15/12	1363905
		Sales Tax	Net Total	Commission	Colliniasion 70	Package Deal	Order Type	Demo	Headline #	hil CO-OP	Entered By	Last Modified	Date Entered
			\$5,644.00	\$996.00	T3.00	000	Normal	A35+R	ECR09797203	No	Lisa Carter	09/14/12	08/28/12
1944922222	afarana ahari	Cafaca Tafac Ci	a "a "a "a " a " a " a " a " a " a " a	rananararar	o ² 03-923-2		erananah tang	entangrafan	tamanana na fu fu		Gend Total:	Oct 2012	Greensboro (WXLV)
										g	n	55	LV)
										0.010,04	\$5.540 O	\$6,640.00	Rate

Accepted-		21.0	Line
Accepted-Agency/Advertiser:		21.0 M/G For 15.0.1 / Prime (22)	Line Type / Break Type (Ref #)
		10/11/12-10/11/12	Dates
		ω	Sec
Date: Accepted-Station:	CON	:30]9p. ABC News: Your Voice Your Vote: Vice Presidential Debate	Sec Length Run Times
ation:	F		SPW Mo
)	CONFIRMATION CONTRACT		Mo Tu We Th Fr Sa Su
	RA	н.	Spots
Date:	T	\$1,885.00	
Comments:	5	\$1,885.0	Total
		\$1,885.UU Greensboro (WXLV)	Station
		DEBA! IC	Comments
		2) 17/ 12	De la

Rep Order# 5797203. EC'd Yes

Status Revised

Ver# 3

Traffic Order# 1363905

Last Received: Printed: 09/14/2012 8:30 AM 09/13/2012 6:57 PM

Showing Buylines: All Rep Revised Lines

Advertiser Product Buyer Phone# Estimate# Station WXLV-TV GREENSBORO/W.SALEM Advertiser () POLITICAL Laura Bassett 1537 OBAMA FOR AMERICA

PLS CF- CHRISTINA FOR JON

NEW POLITICAL ORDER. STARTS 10/9. TOTAL \$6965

*************** Contract Coversheet **************

V.1 8/17

Fax#

Agency (() GMMB 3050 K ST NW

10/09/2012 - 10/15/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks WASHINGTON, DC 20007 /P1/P2/E 95/101/1537

Rep Firm Sales Office (Salesperson () WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone# 202-955-5342

1 of

Rep Order# EC'd Yes 9797203 Ver# 3 Status Revised Traffic Order# 1363905 Printed:

Last Received: 09/13/2012 6:57 PM 09/14/2012 8:30 AM

2 of

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Showing Buylines: All Rep Revised Lines

Phone# Advertiser Station WXLV-TV GREENSBORO/W.SALEM Buyer Estimate# Product OBAMA FOR AMERICA 1537 Laura Bassett) POLITICAL

Hiatus Weeks Flight Dates Agency C/P1/P2/E Agency WASHINGTON, DC 20007 () GMMB 3050 K ST NW 10/09/2012 - 10/15/2012 95/101/1537

> Salesperson (Sales Office (Rep Firm

Salesperson Phone# Salesperson FAX#) WASHINGTON) JONATHAN VITTI 202-955-5342

-- CONTRACT COMMENT --

Fax#

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT

- REMARKS -

SEE LN 22 FOR REVISED PROGRAM

PLS CF THANKS

		*22		F
		TH		Day
V3 More than 2 codes changed	Sales Remark.	10/11-10/11		Dates
codes change	V3 REVISED PROGRAM	911-46	1 1 1	Time
يص	PROGRAM	DEBATES		Program
	7			
		.30	!!!!	Len
		\$1,885.00	1 1 1 1	Rate
		1	1	Spots/Week
		Ц	1	# of Weeks
		L	1	Total Spots
		\$1,885.00	1 1 1 1	Total Cost

-- REPORT TOTALS--

Report Totals. 1 / \$1,885.00

-SALES MONTHLY TOTALS-

Sales Totals. 62 / \$6,965.00 Oct 12. 62 / \$6,965.00

Station Totals. 62 / \$6,965.00

Lines not sent/rcld/rtrn. 0 / \$0.00

-- COMPETITIVE--

ROOK'S			
רווח ד			Market Totals
			\$87,063
		WGHP	CABL
		% %	%
		VYMW	UNKN
		W %	%
		MGDM	WBFX
		%	%
		TIXW	WCWG
		31%	0/0

ATXM AMAM

% 00 30%

Demos RA35+

3 of

Rep Firm Sales Office (Salesperson (

Salesperson Phone# Salesperson FAX#) WASHINGTON) JONATHAN VITTI 202-955-5342

Buyer Phone# Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537 Fax# Laura Bassett

> Agency C/P1/P2/E
> Flight Dates 10
> Hiatus Weeks Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency CP1/P2/E 95/101/1537 Flight Dates 10/09/2012 - 10/15/2012

Rep Order# ---9797203 EC'd Yes Ver# 2 Status Returned

Station WXLV-TV GREENSBORO/W.SALEM

Traffic Order# 1363905

Last Received: Printed: 08/17/2012 5:05 PM 09/13/2012 4:54 PM

1 of

2

Showing Buylines: Last Sta Revised Lines

) GMMB 3050 K.ST NW WASHINGTON, DC 20007

Agency (

Sales Office (Salesperson (Rep Firm

) WASHINGTON) JONATHAN VITTI

Salesperson Phone# Salesperson FAX# 202-955-5342

— CONTRACT COMMENT —

Fax# Buyer Product

Phone# Estimate# Advertiser

1537

Laura Bassett

Flight Dates

10/09/2012 - 10/15/2012

95/101/1537

Agency C/P1/P2/E

Hiatus Weeks

OBAMA FOR AMERICA

) POLITICAL

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT

- REMARKS -

pls see line # 22 for n/a and mg offer.

tks pls advise/revise asap.

Day H Dates Station Remark. 10/11-10/11 V2 n/a 10/11 debates) Time 9P-10P GREY'S ANATOMY Program prg chg)-offer mg 10/11 9-11p lx ncir Len .30 \$1,885.00 Spots/Week # of Weeks Total Spots

\$1,885.00

Total Cost

*22

H

-- REPORT TOTALS--

Report Totals. 1 / \$1,885.00

-SALES MONTHLY TOTALS-

Oct 12. 62 / \$6,965.00

Sales Totals. 62 / \$6,965.00

Station Totals. 62 / \$6,965.00

Lines not sent/rcld/rtrn. 0 / \$0.00

--COMPETITIVE--

Market Totals

\$87,063

CABL WGHP

UNKN AXMM

WBFX MUPN

MCMG TIXM

AMAM WXLV

30% % %

31% %

% %

ω % %

28% %

Demos Books null

RA35+

Ver# 2 Status Returned

Traffic Order# 1363905

Printed: 09/13/2012 4:54 PM
Last Received: 08/17/2012 5:05 PM
Showing Buylines: Last Sta Revised Lines

2 of

2

Buyer Phone# Fax# Station WXLV-TV GREENSBORO/W.SALEM Advertiser () POLITICAL Product OBAMA FOR AMERICA Estimate# Laura Bassett 1537

> WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1537 Flight Dates 10/09/2012 - 10/15/2012 Hiatus Weeks Agency () GMMB 3050 K ST NW

Rep Firm Sales Office (Salesperson (

) WASHINGTON) JONATHAN VITTI

Salesperson Phone# Salesperson FAX# 202-955-5342